

**Utah Office of Tourism
Board Meeting
May 12, 2008 – 4:00 p.m.
Alpine Room
Hilton Salt Lake City Center
Salt Lake City, Utah**

Present

Board Members

Colin Fryer
Steve Lindburg
Bill Malone
Pamela Hilton
Georgianna Knudson

Steve Burr
Hans Fuegi
Bob Bonar
Peter Corroon
Jeff Robbins

Staff

Leigh von der Esch
Dave Williams
Kelly Day
Jim Buchanan
Stan Nance
Dominic Brown

Barbara Bloedorn
Tracie Cayford
Lorraine Daly
Patti Denny
Gael Hill

Guests

Thomas Cooke
Steve Driggs
Daniel Conner
Brad Smith
Denise Miller
Marian DeLay
Christy Goof
Matt Dahl
Dave Fields
Nathan Rafferty
Osamu Hoshino
Olivier Barthez
Sebastian Stauder
Kathrin Berns
Kathi Dysert
Joan Hammer
Monica Holdaway
Joel Racker
Red Oelerich
Brad Thompson
Janet Frasier
Barbara Eyler
Rob Slettom
Bruce Fullmer
Walt Busse
Jo Sojourner
Kevin Lewis
Brittany McMichael
Joyce Kelly
Roxie Sherwin

Organization

Struck Creative
Struck Creative
Struck Creative
Foremost West
SMARI
Moab Area Travel Council
This is the Place Heritage Park
This is the Place Heritage Park
Snowbird
Ski Utah
UOT ó Japan
UOT ó France
Get It Across Marketing
Get It Across Marketing
Davis Area CVB
Box Elder County Tourism
BC Chamber of Commerce
Utah Valley CVB
Outdoor Utah
Utah Hotel & Lodging Assoc.
Utah Museum of Natural History
Ski N See
Identity Properties
Garfield County
GOPB
Wayne County Travel Council
St. George Area CVB
St. George Area CVB
St. George Area CVB
St. George Area CVB

Darlene Garrison
Irene Hansen
Jana Abrams
Raelene Davis
Kyle Case
Maria Twitchell
Nikki Farmer
Pam Hanson
Susan Taylor
Kathy Hanna-Smith
Ryan Kirby
Rick Maw
Jean Seiler
Chris Newton
Monique Beeley
Julie Hollist
Annie Atwood
Mike Bullock
Connie Marshall
Coleen Reardon
Cathy Miller
Elizabeth Brown
Sara Toliver
Dennis Copyak
Britt Mathwich
Wayne Jones

Duchesne County Chamber
Duchesne County CVB
Carbon County Travel Bureau
Ski Utah
Huntsman World Senior Games
Cedar City/Brian Head Tourism
Dinosaurland Travel Board
San Juan County
San Juan County
Utah's Castle Country
Utah.com
Utah.com
Ruby's Inn
Go Travel Sites
Outdoor Utah
Cache Valley CVB
Cache Valley CVB
Cache Valley CVB
Alta Ski Area
Deer Valley Resort
Park City Chamber/CVB
Ski Utah
Ogden/Weber CVB
LeBus
Homestead/UHLA
Salt Lake Valley Lodging Assoc.

Welcome

Colin Fryer called the meeting to order and Colin and the board thanked the Hilton for their hospitality and welcomed everyone to the meeting. Colin asked all of the visitors in the room to introduce themselves. Steve Lindburg also welcomed everyone on behalf of the Hilton.

Minutes

MOTION: Steve Lindburg made a motion to approve the minutes from the Board Retreat held April 18th at the Lodges at Deer Valley. Hans seconded the motion and it passed unanimously.

MOTION: Steve Burr made a motion to approve the minutes from the conference call held May 8th. Bob Bonar seconded the motion and it passed unanimously.

Marketing Update

Ad Effectiveness Study:

Denise Miller of Strategic Marketing & Research gave a power point presentation on the ad effectiveness of the 2007-2008 Winter Ad Campaign as well as preliminary results for the 2008 Spring/Summer campaign.

Her presentation included information regarding the impact of advertising on visitation and incremental travel. She also covered information on total economic impact, return on investment and return on taxes. The report showed that overall, the result was a return of \$180.00 in consumer spending for every \$1.00 invested in the state for the winter campaign and the 2007 summer campaign had generated \$216.00 for every \$1.00 invested in the state.

The media expenditures also generated a reasonable tax return on investment. Overall, the campaign generated \$13.65 in state and local taxes for each \$1.00 invested by Utah. This is slightly lower than \$17.14 for each \$1.00 generated by the 2007 summer campaign.

Denise also gave a brief overview of the preliminary results from Spring/Summer 2008 which included graphs/charts on Advertising Recall by Media and Market, Television Creative, Impact of Advertising and Trends.

Detailed handouts were provided to the board.

Marketing Plan:

Dave Williams reviewed the current UOT Marketing Plan Report via a power point presentation. Items included in the report were the UOT mission statement, advertising & promotion, travel trends, a SWOT Analysis, a Competitive Analysis comparing Arizona & Colorado budgets to Utah's budget, the Tourism Performance Marketing Fund for fiscal year 2008/2009 compared to 2007/2008, advertising campaign objectives, target markets, key media strategies, and winter, non-winter and special opportunity budgets. The board received a hard copy of the presentation.

Dave reminded everyone to be sure to check out the print ads that are displayed in the hallways of the Hilton for those attending the Tourism Conference to see.

Steve Driggs from Struck Creative presented the 30 second summer TV ads, interactive and banner ads, as well as updates and build out of Utah.travel.

Cooperative Marketing Report

Hans Fuegi indicated that the co-op committee has requested that all co-op applications include the Utah.travel website on their materials.

Director's Report

Leigh briefly discussed the UOT newly created annual report. A draft copy was provided to the board for their review and approval so it could be handed out at the final luncheon at the Tourism Conference. Leigh would like to have a current annual report available each year at the Tourism Conference.

Tracie Cayford indicated that today is the beginning of National Tourism Week. Roger Dow from TIA is attending the conference on Wednesday to help celebrate. Editorially, the UOT has submitted some Utah destinations to AOL and the site has been launched today.

Public Comment

Red Oelerich indicated that Outdoor Utah is having a fundraiser for Salt Lake County Mayor, Peter Corroon who is running for re-election. Red extended an invitation to the board and others that may want to attend. The event is being held Sunday, July 20th at Red Oelerich's home.

Marian DeLay thanked the UOT for providing the marketing plan.

The next board meeting will be held Friday, June 13th in Blanding, Utah.

Meeting adjourned.